



Norwood & St. Boniface Branch  
Canadian Legion, B.E.S.L.  
Manitoba, No. 43  
134 Marion Street,  
Norwood,  
Manitoba



**SOUVENIR**  
OF THE  
**OFFICIAL OPENING**  
OF THE  
**Legion Memorial Building**

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**MARCH 25TH & 27TH, 1937**

"Congratulations to the Norwood Branch  
of the Canadian Legion"

- SELECT BEER
- INDIA PALE ALE
- XXX STOCK ALE

"So Tasty and Refreshing"

*Shea's*

Ph. 96 361

With  
Best Wishes  
From  
The Makers  
of

**FIVE ROSES**

The All-Purpose Flour

CONGRATULATIONS

AND

Best Wishes

From

Manitoba Command

Canadian Legion

of the

British Empire Service League

"They Served till Death! - Why not We?"

**Congratulations**

From the

**Orchestra Members**

To our

Norwood and St. Boniface Branch No. 43

Canadian Legion

of the

British Empire Service League

Best Wishes  
AND  
Success  
From  
**Gault & Ferguson**  
**General Contractors**  
For this  
**Legion Memorial Building**

Congratulations  
From  
**Acme Sash & Door Co. Ltd.**

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This Building Equipped with  
our Window Frames, Sashes  
and Doors.

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# Norwood & St. Boniface Branch No. 43

## Canadian Legion B.E.S.L.

1936-1937

### OFFICERS AND EXECUTIVE

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#### Past President:

LT.-COL. G. C. MacLEAN

#### President:

G. V. BENNETT

#### 1st Vice-Pres.:

W. TOMLINSON

#### 2nd Vice-Pres.:

D. FORBES

#### Secretary:

N. M. TALLING

#### Treasurer:

A. E. TURNER

#### Executive

W. Barron	G. P. Cole
W. Robertson	H. Smet
G. E. Tulk	W. L. Tainton

#### Trustees:

LT.-COL. G. C. MacLEAN  
CHAS. WALLACE  
A. E. TURNER

**Congratulations to the  
Officials and Members**

**of Norwood and St. Boniface Branch No. 43**

**CANADIAN LEGION B.E.S.L.**

**From**

**THE ARCTIC ICE CO. LTD.**

**PHONE 42 321**

**PURE ICE - GOOD COAL**

**HEARTIEST CONGRATULATIONS**

**To the**

**OFFICERS & MEMBERS**

**of**

**Canadian Legion, of the B.E.S.L.**

**Norwood and St. Boniface Branch**

**on the completion of their New Club House.**

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**The Canadian Bank of Commerce**

**13 Branches in Winnipeg including  
Norwood Branch.**

**J. C. Riddell, Mgr.**

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**BUILDING COMMITTEE:**

A. E. TURNER, Chairman

W. ALLEN

W. BARRON

G. V. BENNETT

T. BERRY

G. P. COLE

P. FERGUSON

D. FORBES

LT.-COL. G. C. MacLEAN

W. ROBERTSON

H. SMET

W. L. TAINTON

N. M. TALLING

W. TOMLINSON

G. E. TULK

J. T. WARD

# CONGRATULATIONS

Plumbing and Heating in this  
Building by

**SUMMERS - DARLING & CO.**

121 Smith St. - Phone 86 034

Congratulations

AND

Success

From

John Erzinger Limited

H. S. McClelland, Mgr.



**CONGRATULATIONS  
VETERANS**

**J. S. SPARROW**

**PHONE 24 257**

**BRITISH BILLIARD TABLES & SUPPLIES**

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**Best Wishes**

**From**

**Emerald Confectionery**

**412 TACHE AVE.**

**L. PIRSON**

**PHONE 20 20 21**

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**You'll Enjoy**

**ORANGE CRUSH**

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**It's Made Daily of Crushed Oranges**

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**Congratulations Legionaires**

**When you get that M.T. feeling, come  
up and see me.**

**Wally's Hot Dogge Shoppe**

**Chili Con Carne - Sandwiches - Hamburgers  
Hot Dogs - Tobacco - Cigarettes**

**Next Door to  
Plaza Theatre**

**108 Marion St. Norwood  
W. McLean**

# **EATON'S**

## **will Rid your Home of "White Elephants"**

**Call our Contract Office and You'll Be  
Surprised What We Can Do For You!**

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No need to be discouraged if furniture coverings are showing signs of wear—paper soiled—walls and doors needing attention! A little money wisely spent now in renovating and renewing, and you'll have rooms as charmingly modern as anyone could wish! Naturally Eaton's is the place to come for new "inlooks" and outlooks, where you have a **staff of trained Interior Decorators** at your beck and call—ready to assist you in matching color, texture and design for anything from a cottage to a mansion. Some of the things we do—

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| ◆ Take off old paper                         | ◆ Make slip covers            |
| ◆ Hang new paper                             | ◆ Re-cover furniture          |
| ◆ Scrape old hardwood floors or lay new ones | ◆ Make window shades          |
| ◆ Lay linoleums and carpets                  | ◆ Make curtains and draperies |
| ◆ Paint or stain, inside or out.             | ◆ Hang pictures.              |

Call 3-2-5 and ask **Contract Office** to estimate on your needs. No charge for this service. And remember no job is too small and all workmanship is guaranteed.

Sixth Floor, Donald

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**THE T. EATON CO LIMITED**

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## ABOUT THE LADIES

The Ladies Auxiliaries have, with every justification, been termed the right hand of the Canadian Legion, and the Legion's many successful operations in the social and veterans' care spheres particularly, can be ascribed to the "Ladies of the Legion."

Prior to the historic visit of Earl Haig to Canada, which culminated in the unifying and consolidating of the major part of the Veteran body in 1925, the ladies organization had been confined chiefly to a few scattered groups, about fifteen in number, whose chief activity was in the entertainment field.

Coincident with the formation of the Legion, however, and the definite establishment of the Ladies Auxiliaries as such, great strides in the organization have been made and the field of activity increasingly widened until, today, the auxiliaries are of inestimable value to the Legion, and render the greatest assistance in the solution of many problems of ex-service men and their dependents. From the inception of the Auxiliaries, with the aforementioned fifteen affiliated groups as a nucleus, the Auxiliaries have consistently added to their numbers. And the Secretary's report shows a formidable total of Ladies Auxiliaries in the Manitoba command of 75.

To the Ladies' Auxiliary, we wish to extend our sincere thanks to all the Branch Officers and Members, who have so materially assisted in the praiseworthy accomplishments of the Auxiliary.

Past President .....	Mrs. E. B. Evans
President .....	Mrs. G. C. MacLean
1st Vice-President .....	Mrs. E. Dale
2nd Vice-President .....	Mrs. E. B. Evans
Secretary .....	Mrs. J. English
Treasurer .....	Miss L. DeNobele

# White Seal Beer



The popularity of KIEWEL'S WHITE SEAL is proof of its goodness. It has the flavor, the mellowness and the sparkle of good beer at its best.

"Sincere Congratulations to the Canadian  
Legion (Norwood Branch)"

# KIEWELS

PHONE 96 361

USE THE BEST  
SEE US FOR

**Lumber - Windows - Doors - Glass  
Hardware**

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MARTIN-SENOUR 100% PURE PAINT

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**The Winnipeg Glass & Paint Co. Ltd.**

STORE NOTRE DAME EAST

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## LEGION ACHIEVEMENTS

The Canadian Legion was formed in Canada in response to a personal appeal made to Canadian ex-service men and women by the late Field Marshal of the British Armies himself.

Earl Haig's objective was to unite the ex-service men of the Empire, and for this purpose he founded the British Empire Service League, a central organization uniting all Empire Ex-Service Men.

His Majesty the King has been graciously pleased to accept the Office of Patron-in-Chief of the League.

Up to the time of his death Earl Haig occupied the position of Grand President of the League and was succeeded in that office by Admiral of the Fleet Earl Jellicoe, who actively held the office until his passing.

Under the Constitution of the League one association only may represent each particular country within the Empire. In Canada the recognized Association is the Canadian Legion.

Since its foundation the British Empire Service League has developed its organization throughout the entire Empire. The countries embraced within its scope are: England, Scotland, Ireland, Wales, Canada, Australia, New Zealand, South Africa, Newfoundland, India, Malaya, Burma, Mauritius, Shanghai, Rhodesia, British Guiana, Sierra Leone, Ceylon, Nigeria and Nyasaland.

The Canadian Legion is, therefore, a Member of what is perhaps one of the greatest organizations in the world. The British Empire Service League has been described in the following terms:

**"The biggest British Organization which exists."**

# CONGRATULATIONS

From the

## NASH & PLAZA TAXI

to

Norwood and St. Boniface Branch

Canadian Legion, B.E.S.L.

Phone - 201 144 - 204 400

# CONGRATULATIONS & CONTINUED SUCCESS

From

## WILFRED ROYAL

GENERAL INSURANCE BROKER

Legionaire Norwood and St. Boniface Branch

Congratulations & Success

From

## North-West Laundry Ltd.

PHONE 96 401

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## LEGION ACHIEVEMENTS (Continued)

The Legion stands for loyalty to the reigning Sovereign, Canada and the Empire; maintenance of the principles of the British Constitution, a united spirit and ordered government in Canada.

In 1925 the Legion started with a total of approximately four hundred (400) Branches and Auxiliaries. Today it has 1,427.

In addition to its Dominion Command the Legion operates a Provincial Command in each Province in Canada, and has also established three State Commands in the United States. The number of Branches and Auxiliaries in the United States alone is 120.

The Constitution of the Legion provides for the carrying on of the specialized work of some of the uniting bodies; thus, there is a Tuberculous Veterans' section, comprising 15 Branches in Canada and one in the United States of the tuberculous and chest-disabled. There is also the Imperial Section comprising a number of Branches whose members are ex-Imperials. There are also Branches consisting of Naval veterans.

The Legion has now enrolled a total of more than one hundred and sixty thousand (160,000) members. During the last five years, a period covering the most severe depression in history, it has enrolled new active members at the rate of approximately ten thousand (10,000) per year.

In 1934 the Legion convened in the City of Ottawa what was undoubtedly the greatest Convention of ex-service men ever held in Canada. The great parade to Parliament Hill, for the purpose of depositing wreaths in the Memorial Chamber, was one of the most striking and impressive demonstrations ever witnessed. This Convention served to prove beyond all doubt that, notwithstanding the severity of the depression, the Legion's great strength as an organization had remained unimpaired and, further, served to establish for all time the loyalty, sincerity and sanity of those composing its ranks. As a basis for subsequent Legion endeavour the holding of this great Convention has since proven invaluable.

**Best Success**  
To the  
Norwood and St. Boniface Branch  
Canadian Legion B.E.S.L.  
**Edgar Prain - Architect**

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**Congratulations to our Patrons**  
The  
Norwood and St. Boniface Branch  
CANADIAN LEGION B.E.S.L.  
**Andrews Candy Shop Ltd.**  
Marion & Tache

**Congratulations -**

**Rousseau's**  
PHONE 201 096  
**ICE & FUEL LTD.**

**Pioneer's of Shoal Lake  
Natural Ice.**



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## LEGION CHARACTERISTICS AND ACTIVITIES

The Legion consistently stands for the support of established authority and for the maintenance of law and order and, in several instances, its influence has been successfully applied to offset the activities of organizations of a disloyal and unlawful character.

The Legion has developed a trained and efficient personnel in particular reference to pensions and related problems. One specific part of the Dominion Service Bureau in Ottawa is designated as the Pension Division. The long experience of the Officers of this Division, including daily contact with the pension authorities of Canada, has enabled them to be reasonably successful in adjusting difficult problems of pensioners and of those seeking recognition. In the first ten years of the Legion's existence 6,289 claims were adjusted, which is a monthly average of 53. This has resulted in substantial financial benefit to both disabled veterans and their dependents, and has been the means whereby large numbers have been restored to health, thus enabling them to continue as useful citizens of our country.

The volume of work in the Dominion Headquarters of the Legion is indicated by the following figures, covering the period of the past five years:

New files opened, 18,998.

Old files re-opened, 3,487.

Office interviews, 19,865.

Cases not related to pension, 5,848.

Civil Service Boards attended, 582.

Imperial cases, 7,161.

During this 5-year period, incoming and outgoing mail of every description has reached a total of approximately a half-million letters.

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**Congratulations Legionaires**  
**From**

**F. R. Armstrong Commission Co.**

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**THE LEGION AT SELKIRK SALUTE**  
**Norwood and St. Boniface Branch No. 43**  
**on it's fine achievement.**

**SID. HALL, SEC.-TREASURER**  
**SELKIRK BRANCH NO. 42**  
**CANADIAN LEGION — B.E.S.L.**

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**CONGRATULATIONS**  
**and Best Wishes**  
**Fort Rouge Jobbing Co.**

**Legionaire**  
**P. A. Brown**

**St. Vital**  
**Branch**

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**Congratulations**

**From**

**CARSON'S MEAT MARKET**

**288 Tache Ave.**

**Phone 201 219**

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**OUR CONGRATULATIONS FOR THIS FINE**  
**ADDITION TO OUR COMMUNITY**

**EASTWOOD AGENCIES**  
**INSURANCE - REAL ESTATE - RENTALS**  
**125 Marion Street**  
**Phone 203 093**

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## **"OUR BRANCH"**

The Norwood and St. Boniface Branch, No. 43, Canadian Legion of the British Empire Service League, was the outcome of a Branch of the Great War Veterans' Association. The wartime activities of the original unit are very vague, but a short resumé has been secured which tells of the early struggle in days gone by.

The unit which was known as a Branch of the G.W.V.A. was organized in the winter of 1919-1920 with club rooms located in the old Donnely Grocery Store at 131 Marion Street, and which is now known as Gough's Meat Market. From this location the Unit a year later took quarters in the basement of the Orange Hall on Berry Street. Later, another move was made, to what was known as 60 Marion Street (now demolished). For a period of time following this our Veterans here were dormant for a number of years.

Following the 1925 visit of Earl Haig, in which he made a tour of Canada in a successful effort to organize the Canadian Veterans, former members of the old G.W.V.A. Branch and other Veterans of Norwood and St. Boniface were called together for the purpose of organizing a Branch and affiliating with the Canadian Legion of the British Empire Service League. This was accomplished in the fall of 1927, and a Branch was formed to be known as the Norwood and St. Boniface Branch No. 43, Manitoba Command, Canadian Legion of the B.E. S.L.

**Fixtures supplied & installed**  
in this Building

By Your

**NORWOOD ELECTRIC SHOP**

**101 Marion St. - Phone 202 817**

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**CONGRATULATIONS  
& SUCCESS**

From

**LOGAN & FONSECA AGENCIES**

**ALL CLASSES OF INSURANCE**

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211 Curry Bldg.

Phone 94 770

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**CONGRATULATIONS**

AND

**Best Wishes**

From

**KING'S OLD COUNTRY LTD.**

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**Congratulations Legionaires!**

**WICKER FURNITURE IN THIS BRANCH  
PAINTED and RECOVERED BY THE**

**QUALITY FURNITURE SHOP**

281 Tache Ave.

Phone 80 688

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## **"OUR BRANCH" Continued**

The first Officers of our Branch were: Lt.-Col. G. C. MacLean, President; Wm. Barron, 1st Vice-President; James Hopkins, 2nd Vice-President; and Capt. R. Brown, Secretary-Treasurer. Several members since then have served in the capacity and given much time as Officials of our Branch, most notable of whom we recall are: George V. Bennett, Vice-President for six years and for the last two years our President. The late Wm. MacKintosh, Secretary-Treasurer for three years and which office he held at the time of his death in April, 1933. Lt.-Col. G. C. MacLean, who served continuously as President from 1927 to 1934, and at the present time Mayor of the City of St. Boniface for 1937 and 1938. A Edgar Turner, serving his fifth year as Treasurer and at the present time Club Manager, and Chairman of the Building Committee.

Upon the reorganization of the Norwood and St. Boniface Branch, quarters were secured in the old premises of Hunt & Co., Dry Goods Merchants and which is the present site of the building that has been the outcome of an achievement eagerly looked forward to even in these years of so-called depression.

Activity and action is noted around our Branch, such as our own Orchestra, and which is in much demand at all times. Our Sports Section covers considerable ground, and on different occasions trophies have been won by our Curling, Baseball and Billiard representatives.

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## THE CANADIAN EXPEDITIONARY FORCE

Enlistments in the C.E.F. .... 619,636

Casualties ..... 59,521

Of the total enlistments, 424,589 men served  
outside of Canada.

64% of the total enlisted had no previous  
military service.

51% were born in Canada.

25.2% of the male population between the  
ages of 18 and 45 enlisted.

Over 87% of the men in receipt of pension for  
service disability served in the theatre of  
war.

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## DECORATIONS

V.C. ....	62	M.C. ....	2886
R.R.C. ....	339	D.C.M. ....	1945
M.M. ....	12,041	M.S.M. ....	1354

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"They shall not grow old  
As we that are left grow old,  
Age shall not weary  
Nor the years condemn,  
At the going down of the sun  
And in the morning,  
We shall remember them."

"Drewry's Congratulate the Norwood Branch of  
the Canadian Legion on the Opening  
of their New Quarters."

## When you order BEER

... be sure  
it's DREWRY'S ... ask the man  
who knows fine brews, old-  
timers know that it's not alone  
our fine ingredients nor our  
gleaming modern equipment  
that makes DREWRY'S beer so  
good - it's the years and years  
of experience in brewing.

# DREWRY'S

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on Greater Winnipeg streets is  
on the street cars and buses.

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